

BUILD YOUR OWN WEB SITE

Your essential guide to getting your site on the Internet



7
step-by-step
guides inside!



How to...

- ☒ Create your first homepage
- ☒ Build a great looking Web site
- ☒ Get emails from your Web site
- ☒ Work with graphics
- ☒ Publish your site
- ☒ Work with photos
- ☒ Add sounds!

IT'S ALL
EXPLAINED!

HTML
FrontPage Express
Netscape Composer
Plus lots more!

There's more inside...

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Internet
ADVISOR



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Build your own Web site

Welcome...

Want to build a Web site? We'll show you how



How would you like to create your own Web site and get it on the Internet for the whole world to see? Well, here's your chance. All you have to do is follow the easy, step-by-step instructions in this book and you'll have your own homepage on the Internet in next to no time!

You don't need a degree in computer programming or

graphic design to be able to build an attractive-looking Web site. All you need is a computer, some free software, which you'll find it on *Internet Advisor's* cover CD every month, and this little book.

You'll be amazed at how easy it is to put a homepage together just by following our straightforward instructions. First we'll show you how to make your own Web page. Then we'll show you how easy it is to add images to that page and expand it into a complete Web site. And, last but not least, we'll show you how to get your Web site up on the Internet. So let's get started...



Build your own Web site

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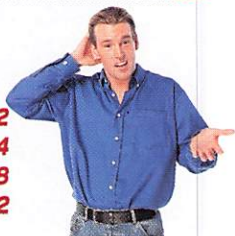
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**YOUR
ESSENTIAL
GUIDE TO
GETTING YOUR
WEB SITE ON THE
INTERNET!**

HOW TO CREATE WEB GRAPHICS



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PC



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**Future
PUBLISHING**

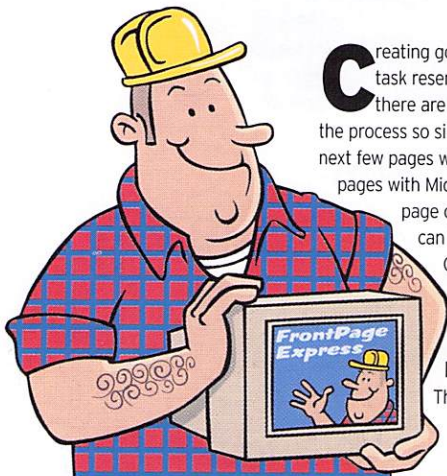




How to

Building your own Web site is as easy as using a word processor with FrontPage Express...

Use FrontPage



Creating good-looking graphical Web sites used to be a task reserved for the professional Web designer. Now there are plenty of software programs around to make the process so simple that it can be done by any novice. On the next few pages we'll show you how to create great looking Web pages with Microsoft's FrontPage Express. This simple Web page creator comes free with Internet Explorer and can be installed from the *Internet Advisor* cover CD. For further information about the cover CD and the software on it, please refer to the magazine.

FrontPage Express

The great thing about FrontPage Express is that you don't have to be a programmer to use it.

Icons used in FrontPage Express...



Bigger

Increases the size of your text



Smaller

Decreases the size of your text



Colour

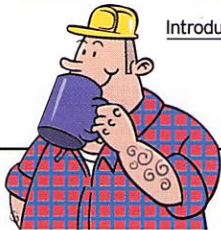
Enables you to colour your text



Image

Add an image to your page

Express



In brief...

This software is for PC users. If you have an Apple Macintosh turn to page 22



MAC

Software:
FrontPage Express

Project:
Creating a Web page, laying it out, adding and sizing pictures, adding sound and video

The program is similar to Microsoft Word so you can style and format your text using the same shortcuts and menus. If you are prepared to experiment then you'll find that FrontPage Express is quite flexible, although it lacks some of the fancier features found in other editors.

On the following pages we'll show you how to set up and lay out a basic homepage, then add images to it. We'll show you the best way of including images while drastically cutting download times. Then we'll add some of the more advanced features, such as sound and video.

There are a number of ways to make your Web page look more exciting. All you need is some ideas, some captivating text, and the basic ability to lay the page out in some semblance of order. So, turn the page and let the building begin...



Link

Add a link from your Web page to another



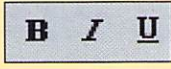
Indent tool

Increase or decrease the indentation of your text



Alignment

Align your text: left, centre or right



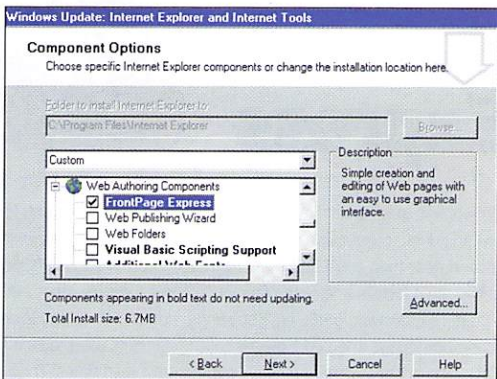
Bold

Add styling to your text: bold, underline and italic



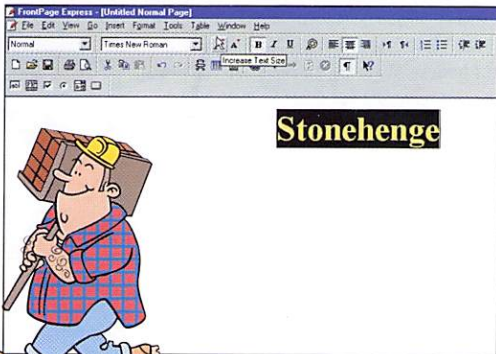
STEP 1

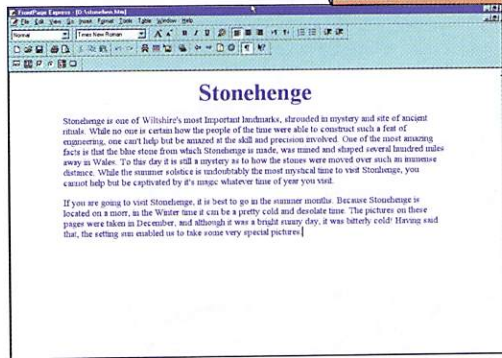
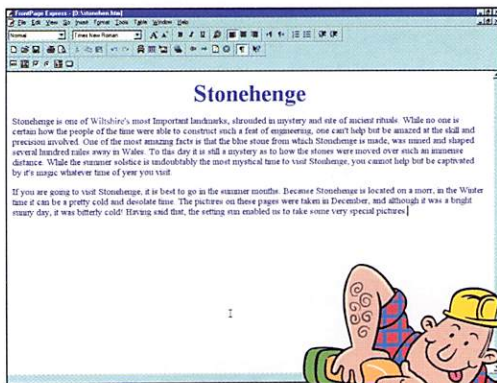
FrontPage Express comes free with IES, but it is not installed by default. If FrontPage Express is not already on your system, you need to go to the CD, choose to install Internet Explorer 5 and choose the Custom Install option. You will see a list of options. Scroll down until you find FrontPage Express and tick the box next to it. It's not instantly obvious where FrontPage is on the programs menu, but just go up to Accessories, Internet Tools and then FrontPage Express.



STEP 2

On starting the program, you are presented with a blank page. You can go to the File menu, click New and choose one of the page wizards, but they are fairly uninspiring. We've decided to create a page about Stonehenge using some photos we've taken ourselves, but first we need a title. Click on the centre justification button, choose a font colour, and type in your title. Highlight it, and use the Increase Text Size button to make it bigger.





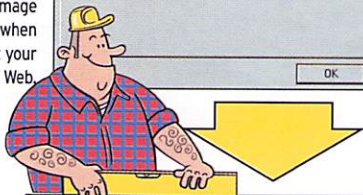
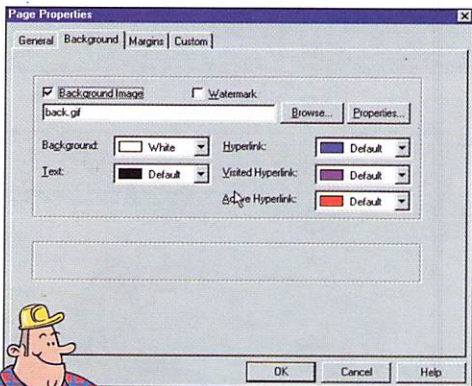
STEP We are still on central justification, so press the **3** Left Justify button and hit return a few times.

Now we need to enter an introduction, which needs to be short to hold the interest of any visitors. Unfortunately FrontPage Express doesn't have a spellchecker, so make sure your spelling is up to scratch, as your page will soon be on display for all to see! As you would do when writing a letter, make sure you split your text up with paragraphs at the appropriate places.

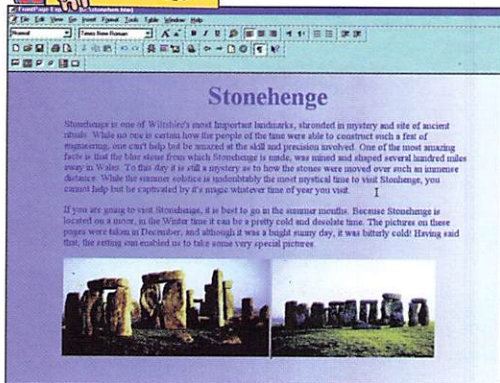
STEP When you read a book or **4** magazine, you will notice that the text does not go to the very edges of the page. A Web page should be the same, and you should not be afraid to use a fair amount of white space. Reading a solid lump of text which stretches right across the page is hard on the eye, so use your mouse to highlight your text and press the Increase Indent button. Once should be enough, but experiment to see what suits you.

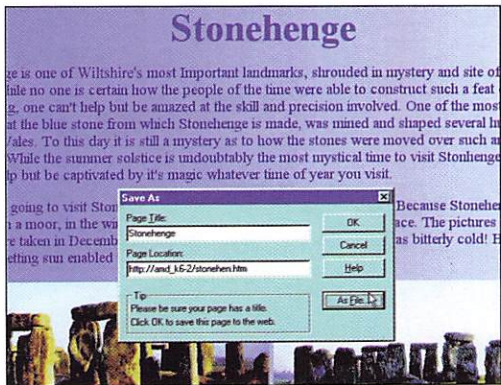
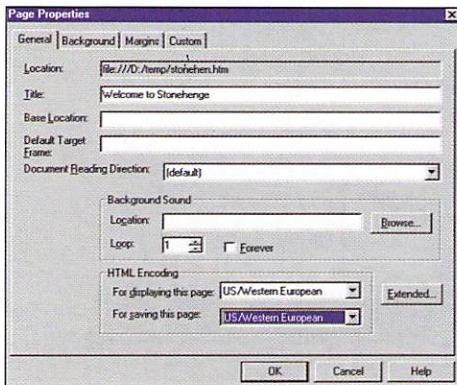
STEP 5

Having text only on your page is going to be pretty boring so it's time to add some pictures. To add a background image, right-click on your page, select Page Properties, and select an image. Make sure that your images are in the same directory as your Web page, and that you only enter the name of the image i.e. image.jpg. If you put in c:\Web\image.jpg for example, the image won't appear when you put your page on the Web.



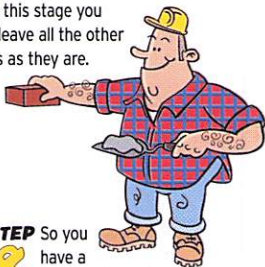
STEP 6 While a background image might add a little colour and interest, foreground images are the real key to Web pages. However, don't be tempted to just add images willy-nilly, as any image on your page will increase the time it takes to load. To add an image, simply click the Add Image button (all the buttons have a descriptor if you place the mouse over them) and use the justification or indents to place them, again taking care to just enter the image name.





STEP It's good practice to

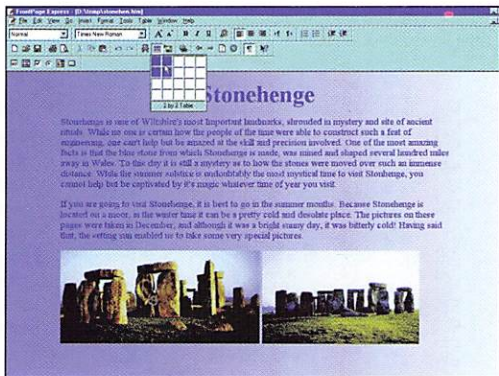
7 give your Web pages a name, which will be displayed in the top left-hand corner of your Browser's window. Calling a page 'index', 'menu' or 'Steve's homepage' gives your readers more of an idea of what your page is about. To name your page, right-click on the page and select Page Properties. The second box is where you should enter your page's title. At this stage you should leave all the other settings as they are.



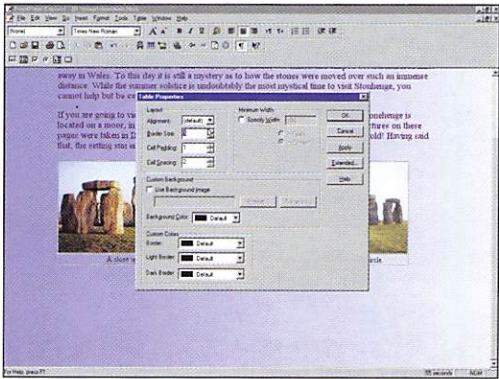
STEP So you
8 have a basic Web page but now you need to save it so that you can place it on the Web and visitors can gaze upon its glory. Now when you come to save your page, FrontPage Express will try to save it to the Web. As you won't be connected to the Internet permanently, you want to save it to your hard drive first, so choose the option Save as File, and place it in the same directory as your images. Voilà! Your first Web page.

**STEP****9**

One of the best ways of laying out your page is to use tables. To add a table, click the Insert Table button, and choose how many rows and columns you want. To put your images into the table, click on Add Image, use the Edit menu to perform a cut operation, then place the mouse cursor in a table cell, and use the Edit, Paste command. Do this for each image, and then add a caption in the cell below each image.

**STEP****10**

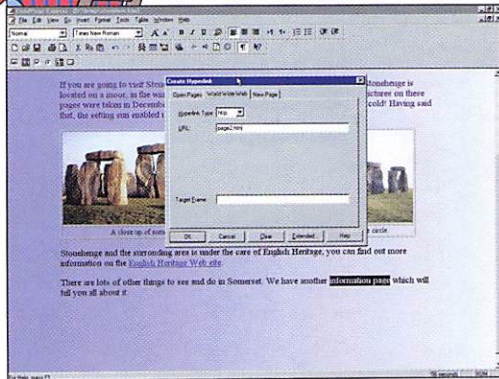
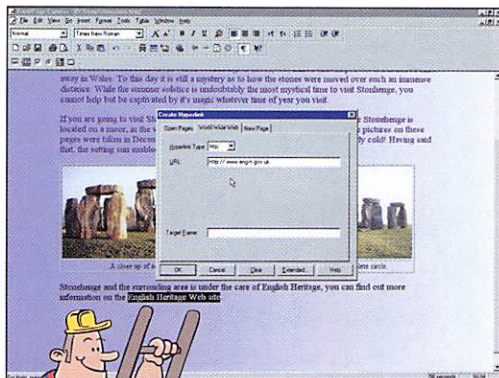
By default, the text will align to the left of the cell. To centre it under each picture, highlight the text and press the Centre Align button. A new table does not have a border around it, so if you want to add one, right-click anywhere in the table and choose Table Properties. A new window appears and here you can add a border by increasing the border width to 1, changing the background colour or even specifying a width for the table.





STEP The World Wide Web is all about linking and sharing information, so we want to add some links to our page. Adding a link is a very simple affair: simply highlight the words you want to use as a link, and click on the Add Link button. You will need to enter the Web site address. Make sure the link is exactly the right format, e.g. <http://www.futurenet.co.uk>, or the link won't work. If in doubt, simply copy the address from the location bar of your Web browser.

STEP Linking pages within your own site is even easier. As the new page will be on the same site and in the same directory, you only need to enter the name of the page you are linking to. This is known as a relative path. Once again, highlight the text you want to use as a link, click on the Add Link button, but this time in the Web site address box, delete the "http://" part and type in the name of your new page; page2.htm for example.

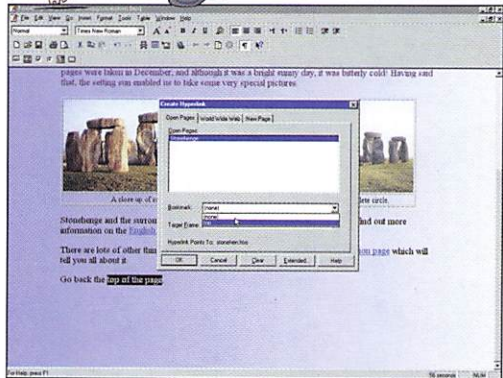
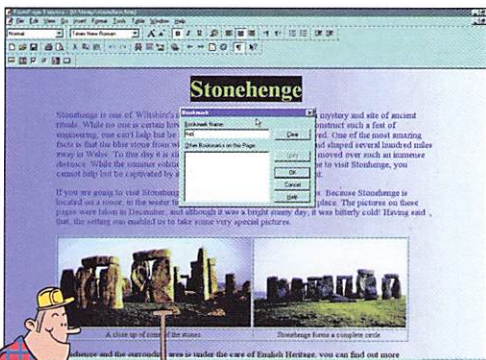


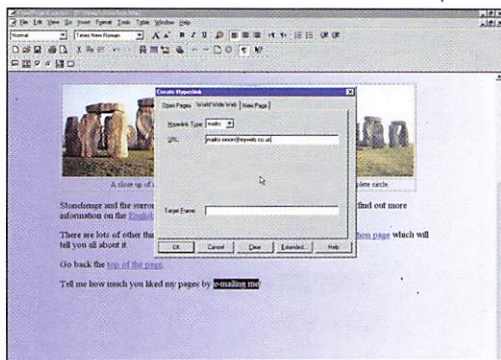


STEP 13 If you have a large page with lots of information on it, it's quite handy to be able to jump directly to individual sections. To do this you create a bookmark and then create a link to it. For instance, to jump back to the top of the page, turn the title into a bookmark. Highlight the title, go to the Edit menu and choose Bookmark. Call the bookmark 'top' and click OK. A dotted line will appear under the link, but won't show up on your actual Web page.

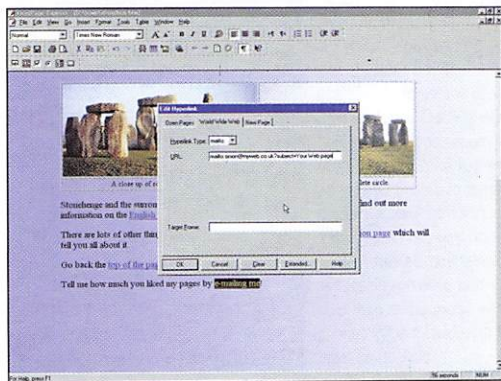


STEP 14 Now we have a bookmark, we want to be able to create a link to it. Type in a line of text saying something along the lines of 'return to top of page'. Now highlight the text and click on the Add Link button. Choose the Open Pages tab at the top of the window, and go to the box called Bookmark. Choose the one called 'top' and click OK. Now you'll find that if you click on the link, you will jump to the top of the page.





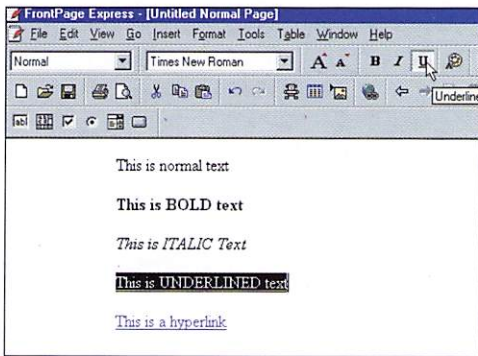
STEP 15 Now that we have created our Web pages, we want our visitors to be able to tell us how impressed they were by them. The simplest way of enabling them to do this is through email. So we need to create an email link. Add some text for example, 'email me now', and again, highlight it and choose the Add Link button. Under link type choose 'mailto' and type your email address in the Web site address box.



STEP 16 Now everyone can email you, but wouldn't it be handy if you could know instantly if that email came from a visitor to your Web site? Highlight your email link and click on the Add Link button, and click at the end of your email address. Now add, without any spaces '?subject=Your Web page'. Now any emails arriving from visitors to your page will have the subject line 'Your Web page', and that's pretty handy! Now you're an expert and it's time to improve your site even further...

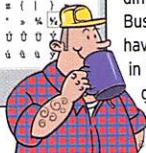
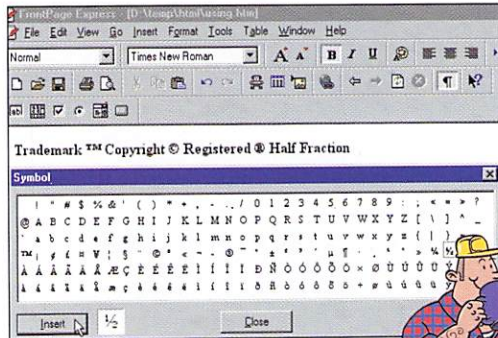
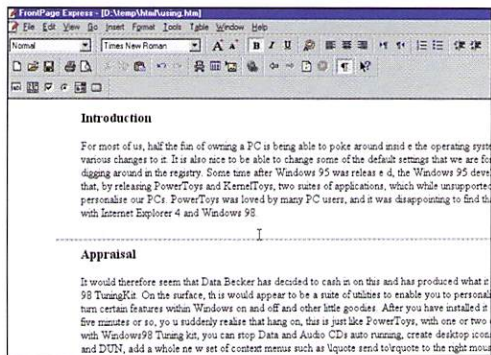
**STEP** Using FrontPage Express is**17**

just like using a word processor such as Word or WordPad. This means that you can style text for emphasis in the same way: you can either highlight it and use the style buttons, or use shortcut keys. The shortcuts are the same as for any Windows program, so CTRL + B will put text in bold, CTRL + I will italicise text, and CTRL + U will underline text. However, underlining is not recommended in Web pages as it may be confused with a hyperlink (see Jargon Buster on page 23).

**STEP** One of the best things about using**18**

FrontPage Express, is that it's easy to use colour to add emphasis. To add colour, select your text with the mouse and click the Text Colour button. You can choose from a set of default colours or, if you click on 'Define custom colours', you can choose your own shade. Be careful that your text does not disappear into the background; dark blue text on a black background is difficult to read!



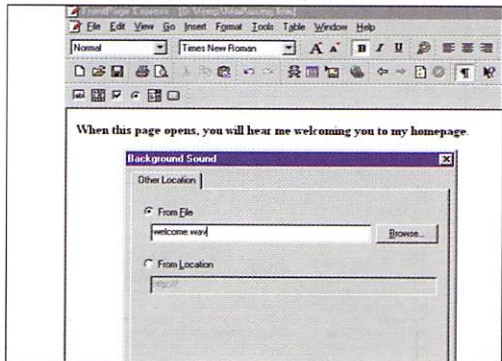


STEP 19 If you want to put a lot of information on your Web page, but you don't want it to read as a single block of text, there are a number of ways to break it up. Adding paragraphs is the most obvious way, but what if you want to separate two pieces of text in a more obvious manner? This is where you can use a horizontal line. To add one, simply go to the Insert menu and select Horizontal line. Right-click on the line to edit its properties, such as colour and width.

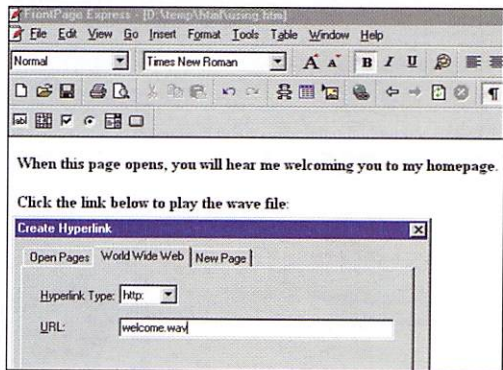
STEP 20 Inputting text is as easy as typing a letter for all the regular characters that you would normally use. However, if you want to add special characters, such as a copyright sign, or an accent on a letter, then things are a bit different. In HTML (see Jargon Buster on page 23) you would have to enter a special code, but in FrontPage Express you simply go to the Insert menu, choose Symbol and select the special character you want to insert.

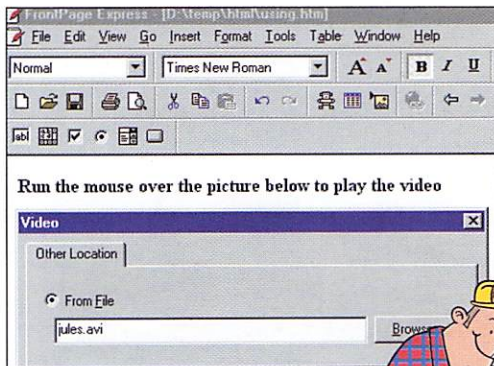
**STEP 21**

OK, so now we know how to do all the basics, it's time to add some cool stuff! It's great to have lots of visitors to your site, so why not let them know by welcoming them personally. How do we do this? Well, by adding sound. If you have a sound file that says 'welcome to my homepage' we can make it play every time you have a visitor. Go to the Insert menu, choose Background Sound and choose your file.

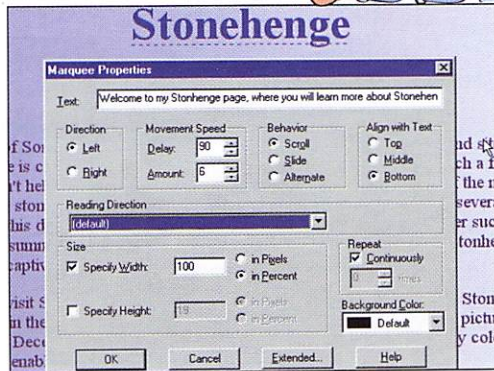
**STEP 22**

The only disadvantage with embedding a background sound is that it will only play when the page is first opened. If you have a file that you want visitors to be able to play again then a different method is required. Click on the Add Link button, and instead of entering a Web site address, enter the name of your sound file, for example: welcome.wav. When a visitor clicks on the link your sound will be played.





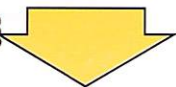
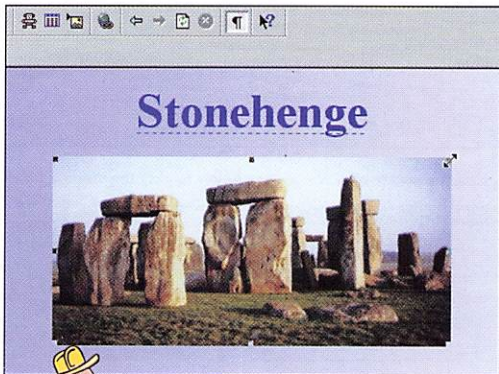
STEP 23 If you want your visitors to be really impressed, you can even add video to your Web page. Go to the Insert menu, choose Video, and enter the name of your video file. You can choose whether the video starts to play as soon as the page is opened, or when a visitor places the mouse over the picture of the video. It's best to choose the latter, so right-click on the video, choose the On Mouse Over option, and uncheck the On File Open option.



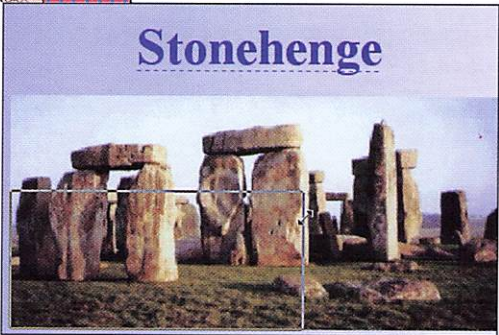
STEP 24 Anyone who's seen the scrolling electric signs in places like Piccadilly Circus will know how eye-catching they are, and it's easy to add one to your Web page for that added impact. Click on Inset, select Marquee, and enter your text into the text box. You can choose how fast the text moves, which direction it takes, and even how far across the page it moves.

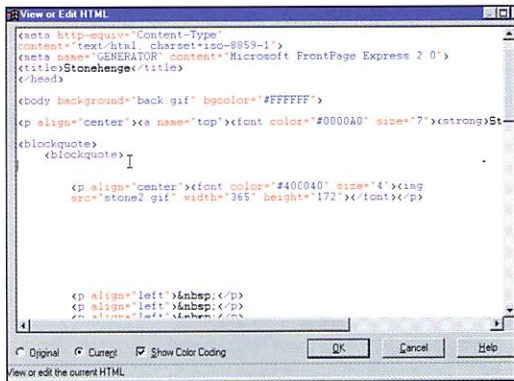


STEP You already know how to put pictures on your Web page, using the Insert Image button. Let's have a look at the process in more detail, as pictures are an important part of a professional Web page. When you first place a picture on a page, it is unlikely to be the ideal size, hence it needs to be re-sized. If you click on the image, you will see grab handles appear at the corners and mid-points, and the cursor alters when over a handle.

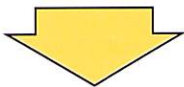
25

STEP If you grab a handle and move the mouse, you can make the picture larger or smaller. Generally, smaller pictures are better as they decrease the loading time of the page. However, using this process does not change the size of the image file, just the size of the picture on the page. What you are effectively doing is forcing the image to appear in a smaller frame.

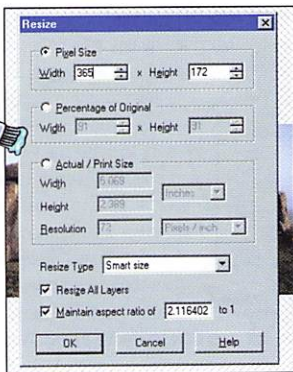
26

**STEP****27**

Once you have resized the image to the correct proportions, let go of the grab handle. Now we need to know the size of the image, so go to the View menu, and select HTML (see Jargon Buster on page 23 of this book). Find the part of the code that refers to your image - in this case it is the part that says: `img src="stone2.gif"` - and make a note of the width and height attributes.

**STEP****28**

Using a graphics program such as Paint Shop Pro, open your original image, and choose the Re-size option. Enter the width and height attributes which you wrote down from the HTML in FrontPage Express. Save the image with the old one, but under a new name, such as `stonehenge1_small.jpg`. Under the Save options, choose to save the image as a progressive JPEG (see Jargon Buster on page 23 of this book). Doing this will enable the image to load faster in your page to impress all who visit!





How to

Setting up your own Web site on a Mac is a doddle if you've got Netscape Composer...

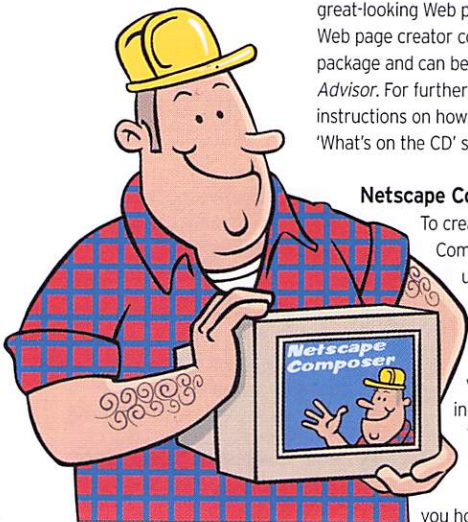
Use Netscape

There's a great sense of achievement in building your own Web site and it's not as difficult as it might appear at first. Whether you're a Mac or PC user, there are plenty of programs around to do a lot of the hard grafting for you. On the next few pages we'll show Mac users how to create great-looking Web pages with Netscape Composer. This simple Web page creator comes free with the Netscape Communicator package and can be installed from the cover CD of *Internet Advisor*. For further information about the cover CD and instructions on how to install the software, please refer to the 'What's on the CD' section of the magazine.

Netscape Composer

To create quality Web pages with the Netscape Composer software program you don't have to use any programming code - it's similar to using an up-to-date word processor. It's easy to make the Web pages look more professional too as there are icons which you can click to change the fonts, indentations, paragraphs, lists and headings. There's even an integrated spell checker in case spelling is not your strong point!

On the next few pages we will be showing you how to create a basic Web site in Netscape

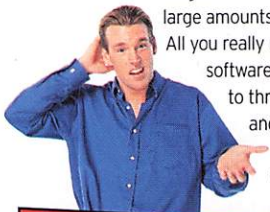




Composer

Composer, with several linked pages. We'll also show you how to create an email link so visitors to your Web site can send you their feedback. Then we'll move on to fine-tuning your site by adding and sizing pictures and creating links to them.

It's really not a difficult process. In fact, anyone can do it without having to learn a new programming language or spending large amounts of cash on expensive software programs. All you really need is your computer, a Web browser, the software from an *Internet Advisor* CD, the ability to throw a few interesting sentences together and, of course, our handy guide! Just follow our step-by-step tutorial and your site will be up and running in no time. Turn the page if you're ready to begin...



Jargon buster...

Hyperlink

A bridge between Web pages. Clicking on a hyperlink takes you to another Web page.

HTML

(Hyper Text Markup Language) This creates

every Web page. Your Web browser reads the HTML and then presents the page on your screen.

JPEG

(Joint Photographic Experts Group) A file format with a compressed

image which reduces the file size for faster loading of images.

GIF

(Graphics Interchange Format) A file format for saving images so they can be seen by a Web browser.

In brief...

This tutorial is for Apple Macintosh users. If you have a PC turn to page 6 or 32 (HTML)



MAC

Software:

Netscape
Composer

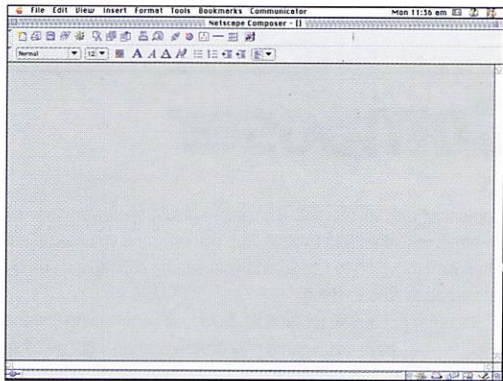
Project:

Creating a Web
page; creating
links; adding and
sizing pictures



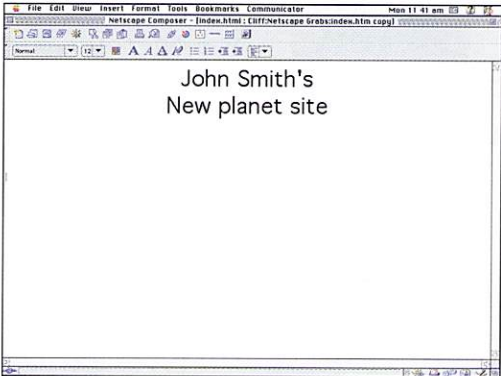
STEP

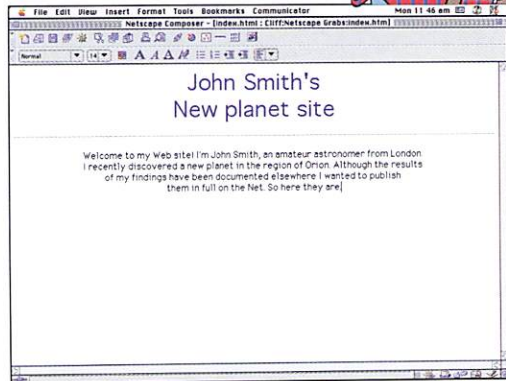
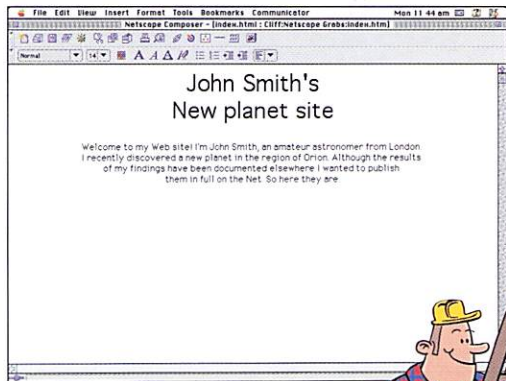
To launch Composer in your Apple Mac, start up Navigator by double-clicking on the Navigator icon. Then go to the Composer option in the Communicator drop-down menu at the top of the screen. A blank page will open up which will be your homepage (the first page of your site that a visitor will see). Above the blank page you will see two toolbars with control buttons along them. You can use these to make adjustments to your Web page as you put it together.



STEP

Type the title of your site straight onto the blank page. We've chosen a site for John Smith, an amateur astronomer who has discovered a planet. You can adjust the size of the text by highlighting it, clicking on the Font Size tool (bottom tool bar, second button along) and selecting the size you want. You can also centre the text by scrolling down the Format menu to Align and then Centre. Save your page as index.htm as this is the standard Internet name for a homepage.

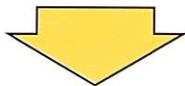
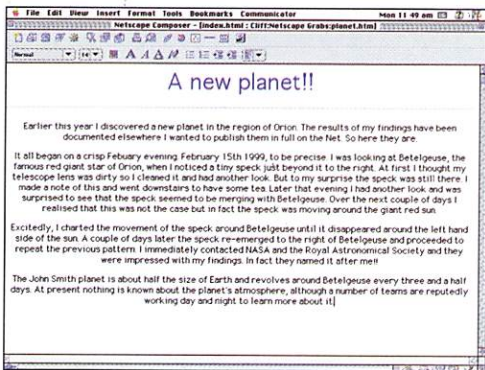




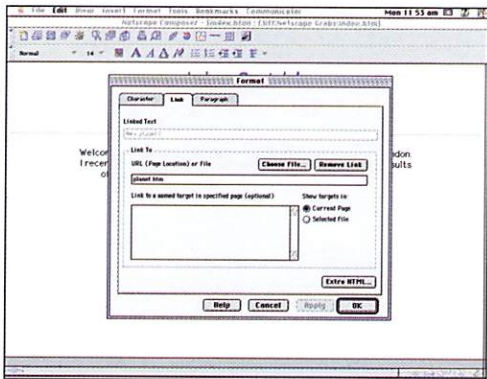
STEP 3 Now you'll probably want some additional text to tell viewers what your site is about. In the example here, our astronomer wants to publish his detailed findings of the planet on the Internet. Key in the descriptive details using text in a smaller font size and check for spelling mistakes. Now save your file again. It pays to save it each time you add something new or change anything so, should anything go wrong, you will always have the latest version.

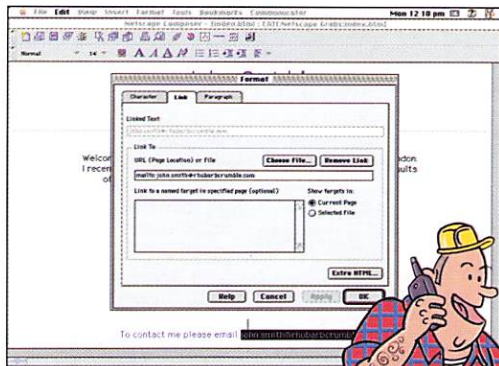
STEP 4 If you want to change the colour of the text heading highlight it with your mouse and click on the colour icon in the second toolbar. A colour palette will come up. Select the colour you want and click OK. If you want to add a horizontal line to separate the heading from the descriptive text make sure there's a space between the heading and the text and click on the Horizontal Bar control button in the first toolbar. You can see that your homepage is now beginning to take shape.

STEP 5 To expand your site you will need to create other pages and links to them. You can make as many of these as you want. To create another page go to the File menu at the top of the screen and select Blank Page. Using the page that comes up, use Steps 1 to 4 to make another Web page. Save your new page and name it with one lower case word (adding the suffix .htm) so that you can find it again easily. The most important page in John Smith's site is the one with his astronomical findings. We've saved it as planet.htm.

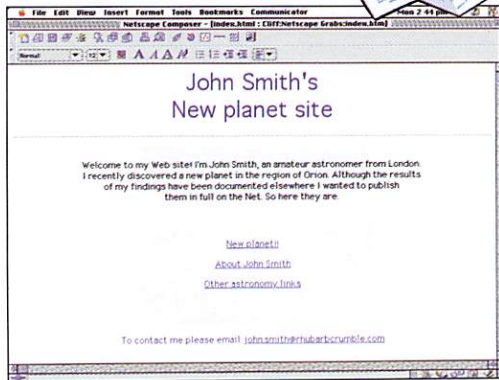


STEP 6 Now create a link from your homepage to the second page. First make sure that both pages are in the same folder. Then open your first page and select Edit Page from the File menu. Key in some short text to describe the second page and then highlight that text. Choose Link from the Insert menu. You will be asked what you want to link the text to. Click on Choose File, select the page you want, and click on Open. Then save your homepage again. Remember to include links from other pages to the homepage for ease of navigation.





STEP 7 If you want your visitors to contact you, you need an email link. Type your email address at the bottom of your homepage, then choose Insert and then Link. Now, instead of selecting another file, type in your email address prefixed with "mailto:". For example, we've typed mailto:john.smith@rhubarbarcrumble.co.uk). Then save your homepage once again. You can also create links to another Web site here by typing its full Web site address into this space.



STEP 8 Now you've created a site that works! Our example features a homepage and a Web page about an astronomical discovery. We've also created a page about the site's author and another page with a list of his favourite astronomy sites. These pages were made by repeating the same procedures used in Steps 5 and 6. The only problem is that the site looks a bit uninteresting without pictures, coloured backgrounds and links to other sites. Read on to find out how to include these elements...



STEP To liven up your site you'll

9

need some pictures. First

make sure your images

are in either in GIF or

JPEG format (see glossary on

page 23). You can prepare these

easily with a graphics program

such as Graphic Converter. First

select the place on your page

where you want the image to be

and choose Insert and then Image.

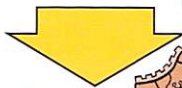
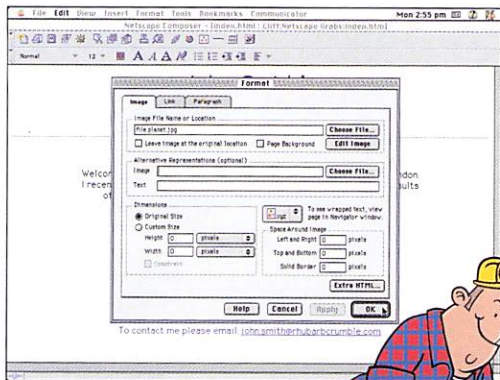
Then click on Choose File to select

the image you want and click on

OK. We've chosen a snazzy image

of space which was available free

from www.graphics4free.com.



STEP You should now see your

10

picture in your

homepage. If you're

happy with the way it

looks, save the homepage. If you

can't see the image, check to see

if your graphic has the .gif (GIF) or

.jpg (JPEG) suffix. If it doesn't,

make sure it does. You may want

to change the position of the

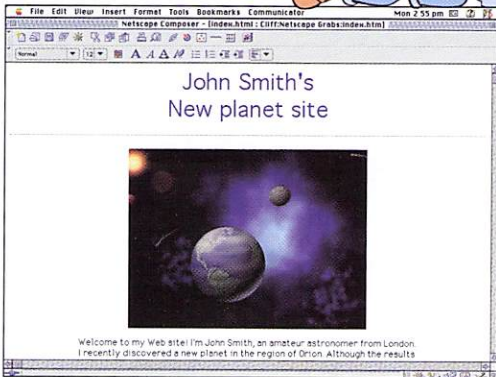
image. If so, go to the Format

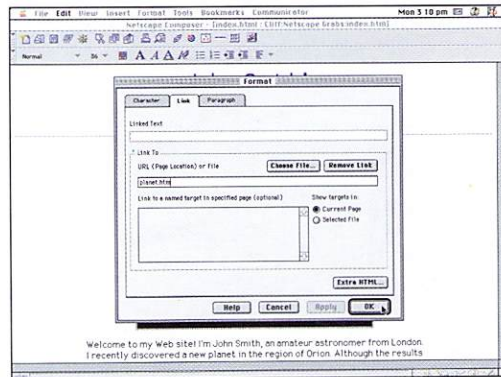
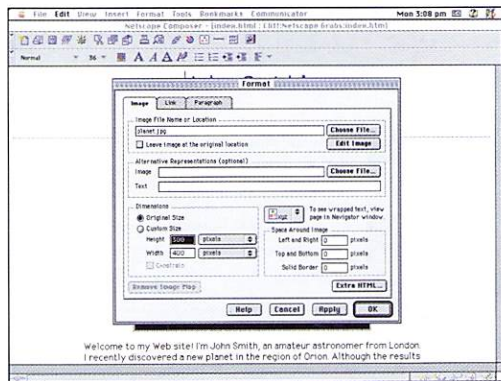
menu, choose Align and choose

from Left, Centre or Right. If

you're not happy with the image,

see if you can dig out a better one.





STEP Are you happy with the size of the picture? If not, you can easily adjust its dimensions. To do this, click once on the image to highlight it and choose Image Info from the Format menu at the top of the page. You can change the size of the image by adjusting the height and width pixel parameters shown in the box that appears. Make sure that you choose appropriate sizes, though, because enlarging the picture greatly can cause the image to become distorted.

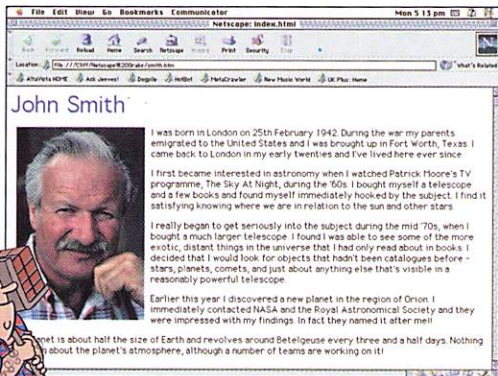
STEP As an extra touch you may want your homepage image to take the viewer straight to the site's most important page. Well, guess what, you can add links to images as well as text! Highlight your image by clicking on it then choose Link from the Insert menu at the top of the page. When a dialog box comes up, click on Choose File to select the page you want the image to be linked to. Click Open and then OK. We've linked John Smith's image to his page about the new planet he's discovered (planet.htm).



STEP 13

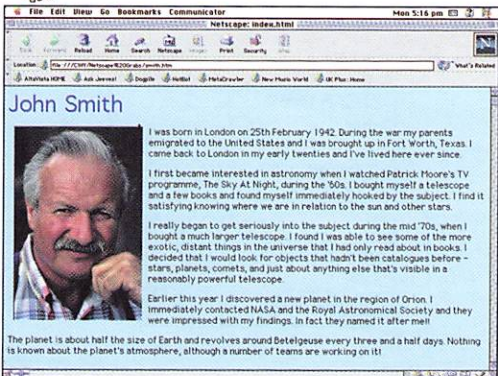
If you want to add pictures to any of your other Web pages, simply use the same procedures described in Steps 1 to 4. In our example here we've chosen a page about John Smith where he goes into his background and details about how he first got into astronomy.

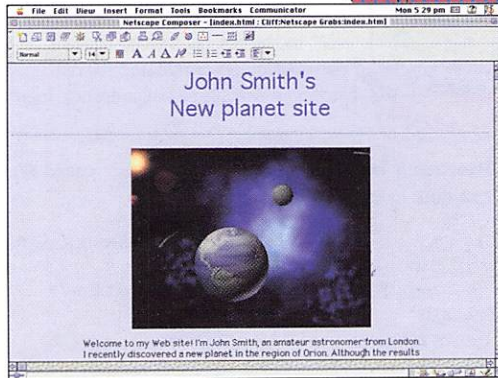
Photographs of real people are always a plus point on Web sites as they add that essential human quality to the Web pages!



STEP 14

Look at your Web pages to see how they can be improved. Is the text the right size and colour? Are the horizontal lines well spaced? Try out a few coloured backgrounds to see if they can improve the look. Go to the Format menu and select Page Properties. In the Colours and Background tag choose Use Custom Colours and click on the Background square. A colour chooser will come up with which you can adjust the background colour. Choose the colour you want, then click on OK.





STEP 15 To make a page more colourful, try inserting another image as a tiled (repeated) background. In the Format menu go to Page Properties and click on the Image button underneath where it says Page Background. Click on Choose File, select the image, click Open, then OK. Your image should cover the whole background. You may need to change the colour of the text on this page so it is more readable. To do this highlight the text, select Colour from the Format menu, then choose the colour.

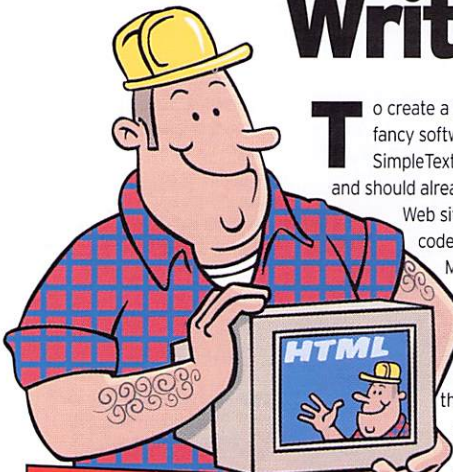
STEP
16 You've done it! Your very own Web site is up and running and ready to upload on to your Web space on the Internet. Before you do this, make sure your Web site works perfectly. Open up your homepage and click on the links that should take you to the other Web pages. Make sure that all of the links work properly and that you're happy with the overall look and feel of your site. When you're happy with everything turn to page 56 to find out how to upload your site onto the Web.



How to

Build a Web site on your PC or Mac with our straightforward guide to HTML code...

Write in



To create a Web site you don't need to invest in any fancy software. You can use Notepad on your PC, or SimpleText on an Apple Mac. Both programs are free and should already be installed on your machine. To make a Web site in this way, you'll be writing the HTML code yourself. HTML stands for Hyper Text Markup Language and is the code in which all Web pages are written. Even if you use a piece of software such as FrontPage, it still works in HTML - it just places a user-friendly graphical interface over the top so that you don't need to see what's happening under the bonnet. But it's a good idea to learn a bit of HTML. That way, you can tweak your Web site by simply opening the

How to write in code



Here's our featured example in HMTL:

```
<HTML>
<HEAD>
<TITLE>Welcome to my
homepage</TITLE>
</HEAD>
<BODY TEXT=black
```

```
BACKGROUND="pap23.gif"
">
<CENTER>
<H1>The completely useless
Web site</H1>
<IMG SRC="pencil.gif">
</CENTER>
<BR><BR>
```


In brief...

This guide to building a Web site using HTML code is for both PC and Apple Macintosh users



PC



MAC

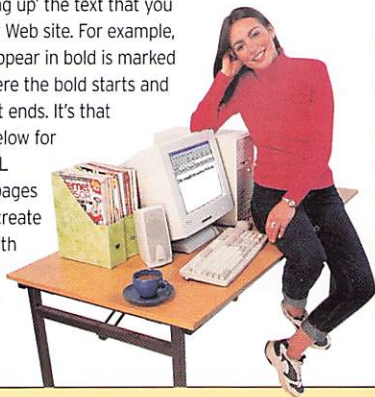
System:
HTML code

Project:
Creating a basic Web site with links to other Web sites, inserting images and background colours

HTML code

HTML document and adding or removing a few words.

HTML works by 'marking up' the text that you want to display on your Web site. For example, text that you want to appear in bold is marked with `<B>` to indicate where the bold starts and `</B>` to indicate where it ends. It's that simple. Read the box below for more examples of HTML code. On the next few pages we'll show you how to create a Web page in HTML with links to other sites, images and a colourful background. It's not as difficult as it looks...



Hello, and welcome to the useless Web site. It won't be useless for much longer because it is going to have links to all of my favourite places on the Internet. Click some of the links below to go to some

great pages!

`<BR><BR>`

Here is `<A`

`href="http://www.netadv`

`isor.co.uk">Internet`

`Advisor</A>`

`<BR>`

And here is `<A`

`href="http://www.disney`

`.co.uk">Disney</A>`

`<BR><BR><BR>`

`<A`

`href="mailto:me@myisp.`

`com">Send me email</A>`

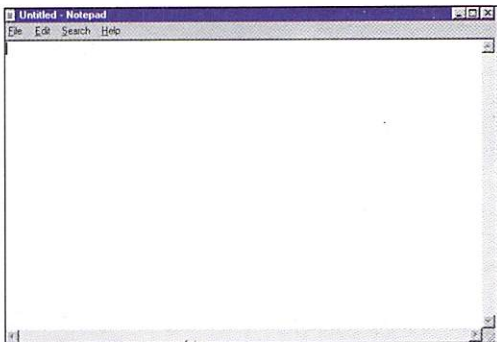
`</BODY>`

`</HTML>`



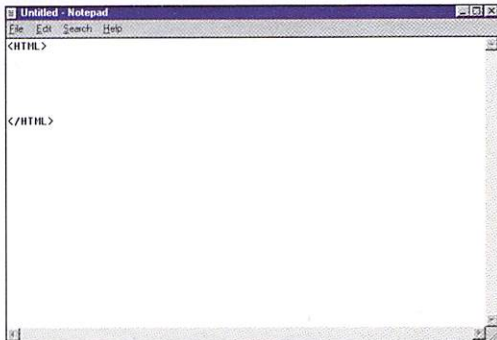
STEP

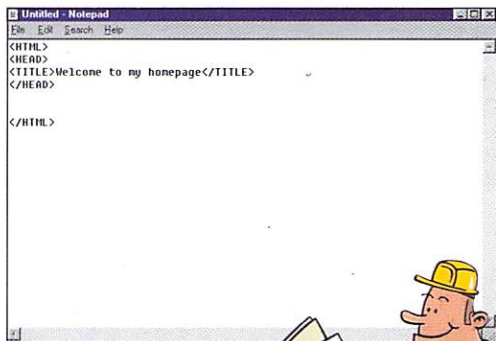
Open Notepad on your PC from the Start menu. Go to Start, then Run. Type the word Notepad into the Open box and click OK. Mac users open Simple Text. You'll see a white window open on your screen. This program is similar to a very basic word processor, which is fine as we're not going to be doing any heavy duty programming - we're just going to mark up some text so that it can be displayed as a Web page.



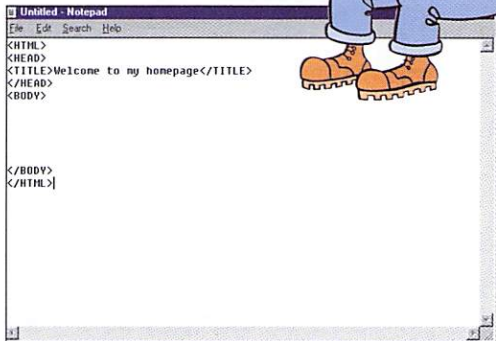
STEP

HTML has two types of tags: start tags and end tags. All HTML tags are placed inside angled brackets. So, to start an HTML document, use `<HTML>` and to end it, use `</HTML>`. The rest of your code goes between these two tags. To start your Web page, the first thing you need to type is `<HTML>`. Now press return a few times to put some blank lines in the document and then type `</HTML>`. You'll enter the rest of your code in the blank lines between these tags.





STEP 3 Now you need to write the header information. This is where you can choose what should be displayed in the Web browser's title window when a visitor views your Web page. Under the `<HTML>` tag type `<HEAD>` and hit the return key. Then type `<TITLE>Welcome to my homepage</TITLE>` on the next line. Now hit the return key again and type `</HEAD>` to indicate that you're ending the header information.



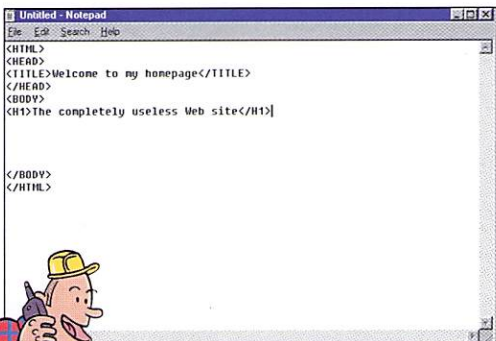
STEP 4 Next comes the body of your page - the area in which you enter your text, Web links and images. This area starts with `<BODY>` and ends with a `</BODY>` tag right before the final closing `</HTML>` tag. So, under the `</HEAD>` tag, enter a `<BODY>` tag, and above the `</HTML>` tag, enter a tag like so: `</BODY>`. Make a few blank lines in the middle so that you've got somewhere to type your text for the 'body' of the page.

STEP Now you can enter anything

5 you like in those blank lines.
Let's start with a headline,

which will be set at its biggest size: H1. First, type the opening tag <H1> and then enter some text straight after it. Insert your closing tag at the end: </H1>.

You should have something like <H1>The completely useless Web site</H1> under the <BODY> tag now. For a smaller headline, increase the number after the H, for example: <H2> or <H3>.



STEP It's a good idea to save

6 your work now. From the File menu at the top of your screen, select

Save and then name your document, ending with the .htm file extension. This file extension tells your browser that it's looking at an HTML document when you load it up in Step 7. For the first page of a

Web site, index.htm is the usual convention. To make it easy to find the file later, you may want to save it directly onto your desktop.





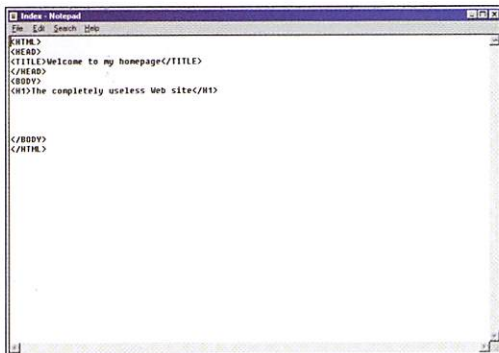
STEP 7 To look at your work, open your browser, and select Open from the File menu. Either Netscape or Internet Explorer will be fine, and you don't need to be online for this as you'll be viewing the page that is stored on your hard drive. Find the index.htm file in your Open menu and then click Open. If you can't see the file, click the Browse button and then find it on your desktop (or wherever you saved it to).



STEP 8 And here is your first HTML creation. It may not look like much, but you can go back into the document and add colours, links to other sites, pictures, and more. All you need to know are the relevant HTML tags to add to your document. Even better, the whole thing takes literally just a few minutes to produce. Keep hold of your HTML document, and turn the page to change the colours.

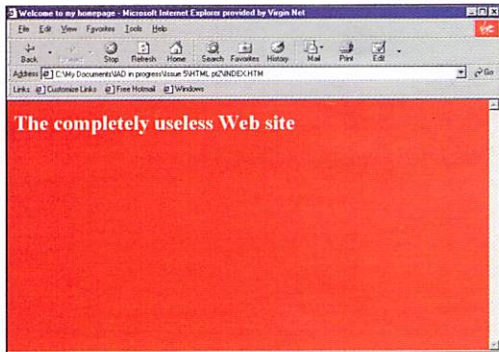
STEP 9 As long as you didn't accidentally delete your HTML document, you

should now have a short text file which should look something like the one we have shown on the right here. If not, don't worry. Type in the text, exactly as shown in the picture on the right, into either Notepad on your PC, or SimpleText if you have an Apple Macintosh.



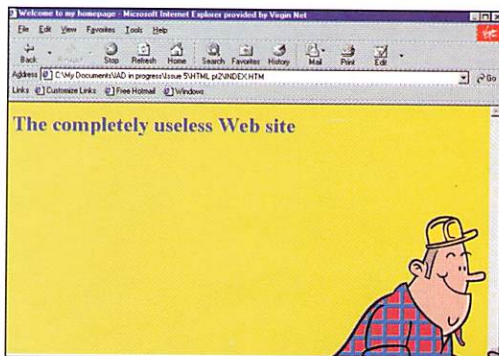
STEP 10 First, we're going to adjust the properties of the page. We can

change the background colour of the page, as well as the colour of the text, by modifying the <BODY> tag. In your text document, place your cursor after the Y of the BODY and type one space. Now add BGCOLOR=RED TEXT=WHITE. The full tag should now be: <BODY BGCOLOR=RED TEXT=WHITE>. Open the document in your browser.

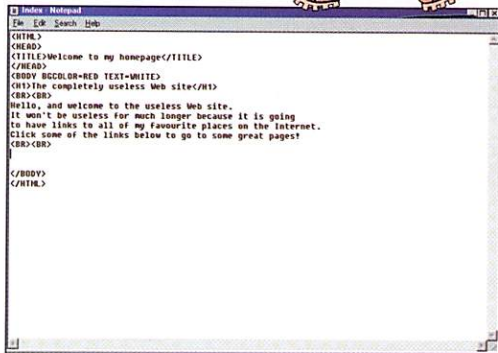




STEP 11 In the previous step, you saw how to change the background colour and text colour. Web browsers recognise a number of different colours, so you can try changing them in your text document. Other colour tags to experiment with include RED, PURPLE, GREEN, YELLOW, BLACK and ORANGE. Try changing the colours yourself and decide on one you prefer.



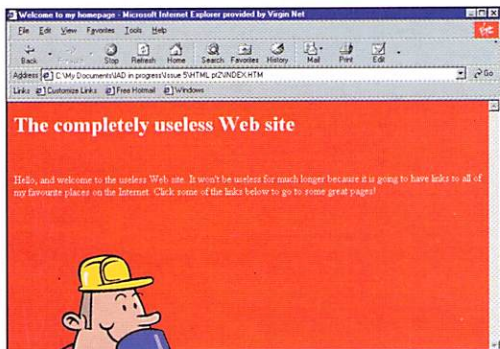
STEP 12 Reverting to our white text with a red background <BODY BGCOLOR=RED TEXT=WHITE> we now want to add some more text under the headline. Under the headline (marked with <H1> tags) type
 twice.
 stands for line break, so whatever you type next will be a couple of lines lower. Hit return and type a line or two of text about yourself. End with another
 tag for a line break.





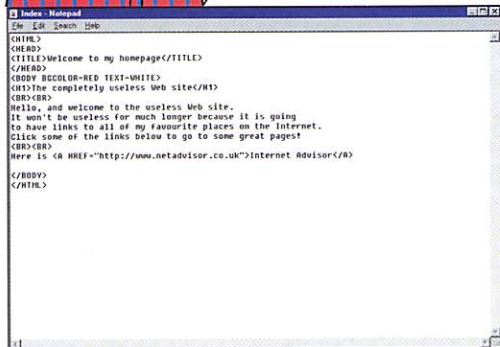
STEP Save your text document, and then open it in your Web browser (from the Open menu, or you can simply click on the Refresh button if the document is already in view in your Web browser's window). You will see something looking like the page shown on the right. Now we are ready to add some links to the other Web pages.

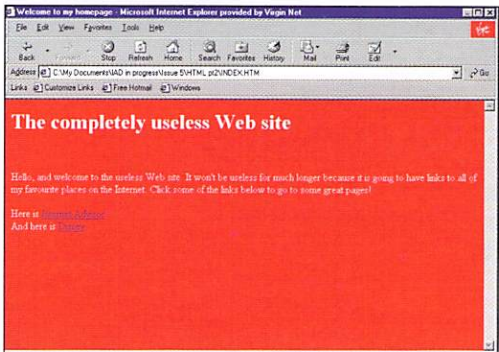
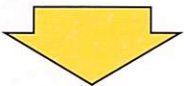
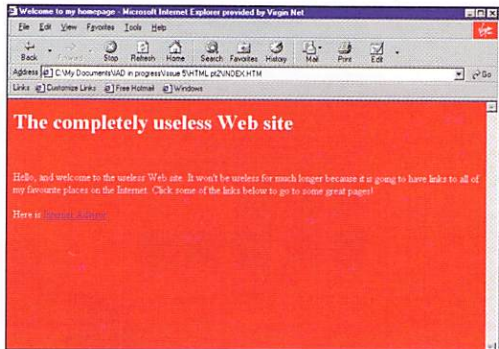
13



STEP In your text document, under the final `<BR>` tag, press return a few times to create some space in which to type. Notice that returns don't actually affect the way the Web page displays, you must designate a line break with the `<BR>` tag. Under that `<BR>` tag type: Here is `<A HREF="http://www.netadvisor.co.uk">` Internet Advisor`</A>`.

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STEP 15 When you open the document in your Web browser, you will see that there is an active link in your Web page. Clicking this underlined link will take the viewer to the Web page that you have specified (in this case, it is the *Internet Advisor* homepage). You'll need to be connected to the Internet to test this yourself.



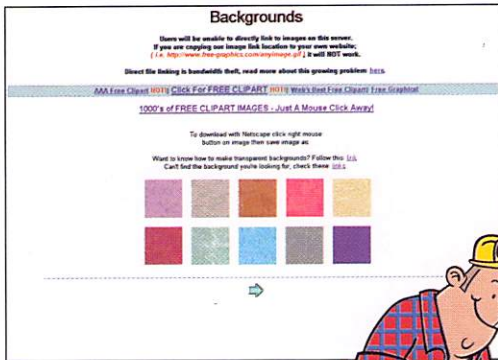
STEP 16 After the link, type a `<BR>` tag to insert a line break, and then repeat the step for another Web site. For example, we have added: And here is Disney to provide a link to the Disney UK Web site. Again, finish with a `<BR>` tag and keep adding as many links as you like. Remember to save your work.



STEP To start with, open your

17

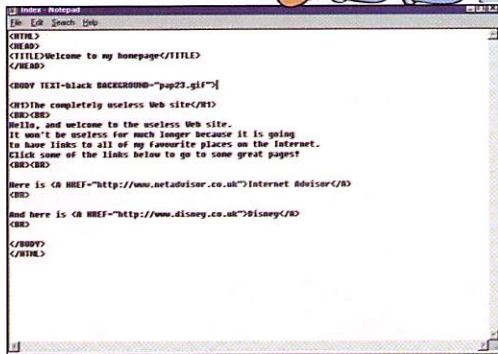
Web browser and head for <http://www.free-graphics.com> to grab a free background for your Web page. There are plenty of backgrounds to choose from so just browse through them and download one you like by right-clicking the image, choosing Save As and saving it to the same folder that your HTML document is in. Apple Mac users should click on the image, hold and wait for the menu to appear.

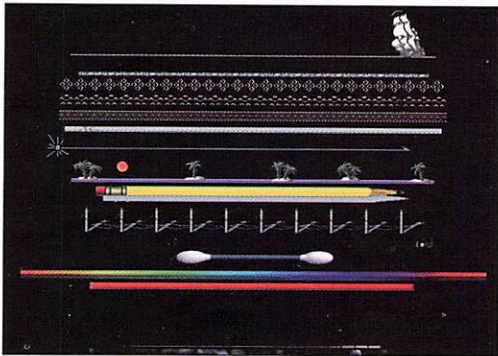
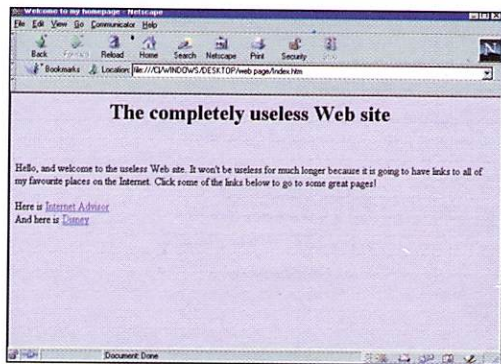


STEP Now open your HTML

18

document in either Notepad or SimpleText and adjust the line that says `<BODY BGCOLOR=RED TEXT=WHITE>`. The replacement line should be changed to include the name of the background image file - in our case, it is `pap23.gif` - and the new text colour you want. So our BODY tag now reads: `<BODY TEXT=black BACKGROUND="pap23.gif">`.





STEP 19 On the left you can see the result of that little code tweak when viewed in a Web browser's window. We've also centred the page title for extra neatness. For this, add a `<CENTER>` tag (US spelling again) on the line before `<H1>`The completely useless Web site`</H1>` and then a closing `</CENTER>` tag on the line that follows. Now you can think about adding another image to your Web page. Proceed to Step 20 to find out how...

STEP 20 How about adding a centred picture under the page title? In order to do this you either need to have a scanned photo of yourself, a graphic which you have made yourself, or one that you have downloaded from the Internet. You will find plenty of free clip-art to download at: <http://matrixvault.com/PW>.



STEP 21 To add the image to your Web page, include the following line wherever you want the image to appear on your Web page: `<IMG SRC="pencil.gif">` but remember to change the name of the image for the one that you have downloaded or it won't work. Your text file should now look something like the one we have shown on the right.

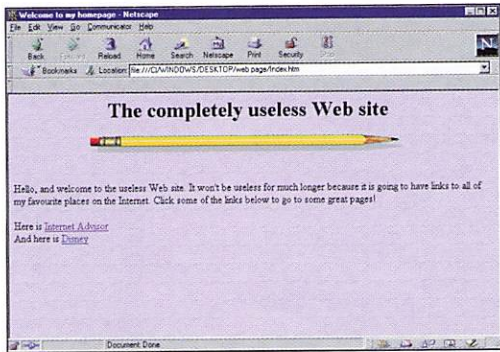
```

<!DOCTYPE html>
<html>
<head>
<title>Welcome to my homepage</title>
</head>
<body TEXT=black BACKGROUND="pap29.gif">
<center>
<h1>The completely useless Web site</h1>
<img SRC="pencil.gif">
</center>
<br>
Hello, and welcome to the useless Web site.
It won't be useless for much longer because it is going
to have links to all of my favourite places on the Internet.
Click some of the links below to go to some great pages!
<br>
Here is <a href="http://www.netadvisor.co.uk">Internet Advisor</a>
<br>
And here is <a href="http://www.disney.co.uk">Disney</a>
<br>
</body>
</html>

```



STEP 22 Return to your Web browser window and open the HTML document once more. Now you can see the image in the place you have chosen to put it. You can do this as many times as you like and with as many different images as you like, but try to keep the page relatively uncluttered or it will look very unprofessional.





```

Index - Notepad
File Edit Search Help
<HTML>
<HEAD>
<TITLE>Welcome to my homepage</TITLE>
</HEAD>

<BODY TEXT=black BACKGROUND="pap29.gif">

<CENTER>
<H1>The completely useless Web site</H1>

<IMG SRC="pencil.gif">
</CENTER>

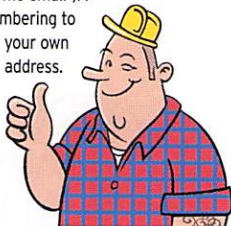
<BR><BR>
Hello, and welcome to the useless Web site.
It won't be useless for much longer because it is going
to have links to all of my favourite places on the Internet.
Click some of the links below to go to some great pages!
<BR><BR>

Here is <A HREF="http://www.netadvisor.co.uk">Internet Advisor</A>
<BR>
And here is <A HREF="http://www.disney.co.uk">Disney</A>
<BR><BR><BR>
<A HREF="mailto:me@myisp.com">Send me email</A>
</BODY>
</HTML>

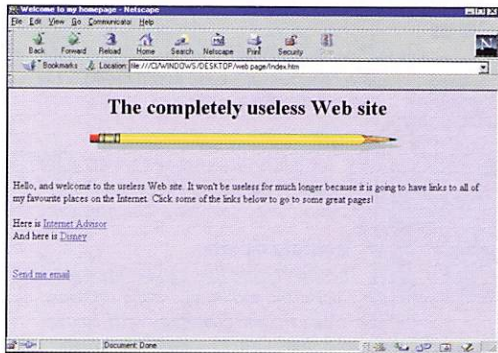
```



STEP 23 Finally, let's add a line of text to the end of the page so that visitors can contact you. This is a piece of HTML known as a 'mailto' tag. After your list of links add a couple more line breaks, and then the following: Send me email remembering to enter your own email address.



STEP 24 And that's it. You now have a simple, but good-looking Web page. Play around with the code yourself, adding more links to your favourite sites, changing the background images, colour and so on until you're happy with the final result. Then turn to page 56 to find out how to load the Web site onto your Web space on your Internet Service Provider's server for all the world to see.





How to

In this section we show you how to make different types of graphic files to enhance your Web site...

Create Web

When browsing through Web sites you won't notice whether you're looking at a GIF or a JPEG graphic. You don't need to. But when you build your own site, the difference between the two becomes quite important.

First, a Web graphic hinges on quality versus speed. Do you want a graphic to look exactly like you made it or do you want people to download it faster through their browsers? In reality, the choice is likely to involve a combination of the two. It

Jargon Buster

JPEG

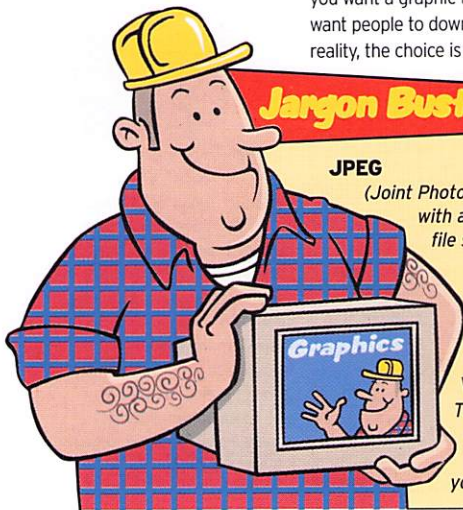
(Joint Photographic Experts Group) A file format with a compressed image which reduces the file size for faster loading of images.

GIF

(Graphics Interchange Format) A file format for saving images so that they can be seen by a Web browser.

Websafe palette

The 216 colours that can be displayed by both Mac and PC operating systems. You can then guarantee what colour your site's visitors will see on-screen.





graphics

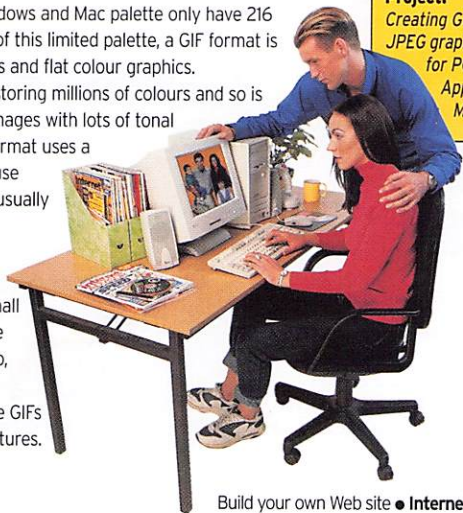
is always important to remember that whichever format you use, it has to be small in file size so that the viewer can download your image in the shortest amount of time without the quality being too distorted.

Basically, a good quality graphic will take longer to download on to your screen. Therefore, you need to use a format that keeps the file size small (making it faster to download) but also shows it in the best quality. The graphic formats that can do this are GIF and JPEG.

A GIF only contains 256 colours (a colour palette) of which 216 are 'Websafe' because the Windows and Mac palette only have 216 identical colours. Because of this limited palette, a GIF format is best used for logos, buttons and flat colour graphics.

A JPEG is capable of storing millions of colours and so is best suited for photos or images with lots of tonal or colour gradation. This format uses a compression which can cause distortion, though it is not usually clearly visible.

JPEG is best used for large photographic images, while GIF works best for small images or images that have large areas of flat colour. So, the simple rule (though it doesn't always apply) is: use GIFs for logos and JPEGs for pictures.



In brief...

This guide is for PC and Mac users. PC users, turn to page 48 and Mac users turn to page 52

**PC****MAC****Software:**

*Paint Shop Pro 5
GraphicConverter*

Project:

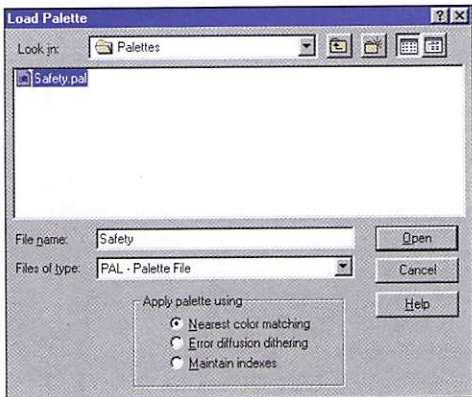
*Creating GIF and
JPEG graphic files
for PC and
Apple
Macintosh*

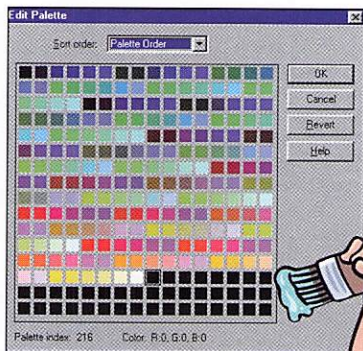


STEP 1 First start up your graphics software program, in this case, we are using Paint Shop Pro 5. Go to the File menu, select Open and find your icon or button on your hard drive.

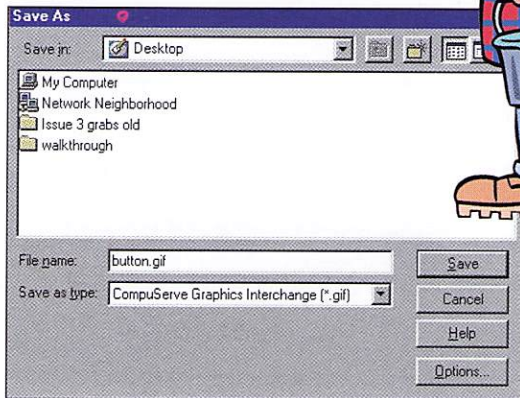
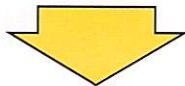


STEP 2 Now load in the 'Websafe' colour palette: go to Colours and then load palette (Shift+O). Find the file called 'safety.pal' in the palettes folder.





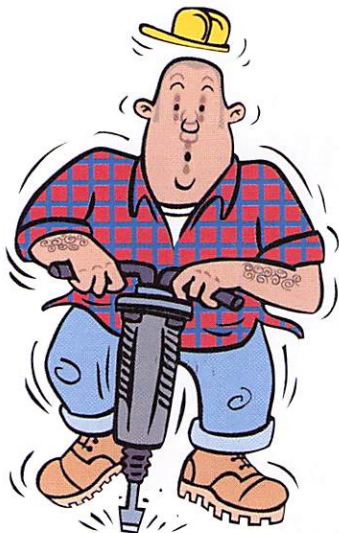
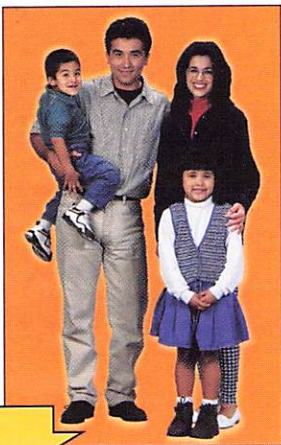
STEP 3 Under the Colours drop-down menu you can Edit Palette or check the number of colours in the image if you select Count Colours Used.



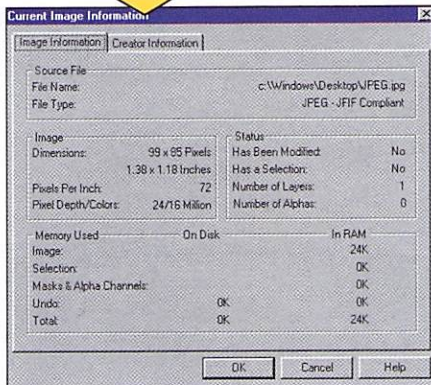
STEP 4 Then go to File and Save As. Here you need to make sure that the file format is 'GIF'. Keep the name simple and in lower case characters add .gif at the end.

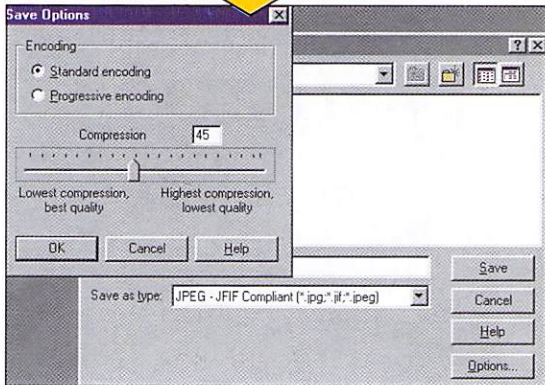
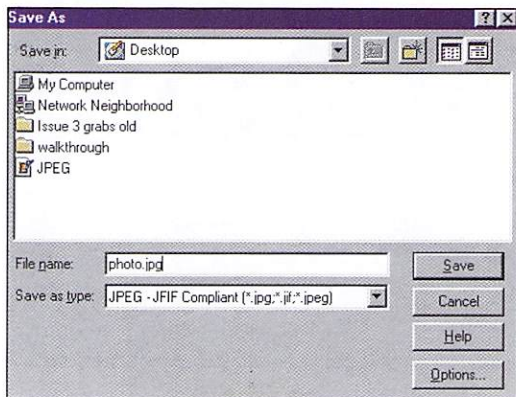


STEP 1 Open a suitable image (like a photo) within your graphics program. Here we've chosen an image from the second issue of our magazine.



STEP 2 Selecting Image Information (Shift+I), you can see that this image is made up of millions of colours - that's the bit next to Pixel Depth/Colours.





STEP Now go to Save

3 As and select JPEG from the file format option. Before you click on the Save button, click on the Options button to adjust the compression.

STEP Try a selection of compression levels (90, 80 or 60) until you're happy with the results. Save them as different names and then open them to compare results.

4

STEP 1 First, start up Graphic

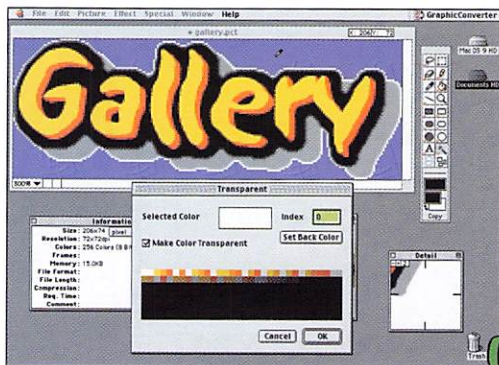
Converter. Choose Preferences from the Edit menu (Command + ;). In the Preferences window click on the Save and General tabs and then untick the Add Resourcesfork box. This will prevent GraphicConverter from adding a thumbnail icon and preview image to the GIF file, which would add considerably to its file size. Click on OK to save the setting.



STEP 2 From the Picture menu

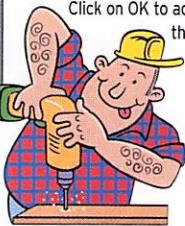
select Colours, then Change Bit Depth Dynamically (Command + Control + O). Use the Maximum Number of Colours slider to reduce the number of colours used in the image to as few as possible without compromising its quality. Then click on OK to convert your image to the new, more efficient colour palette.





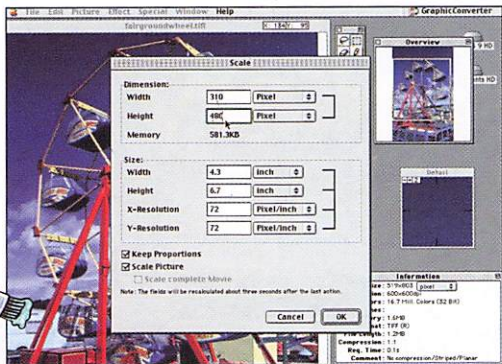
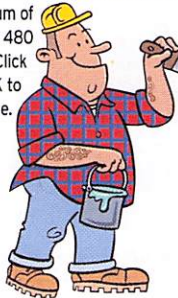
STEP 3 If you want your image to have transparent areas that will show through the Web page's background double-click on the magic wand in the tool palette. Tick the Make Colour Transparent box and then in the image window click on the colour that you would like to be transparent.

Click on OK to accept the setting.

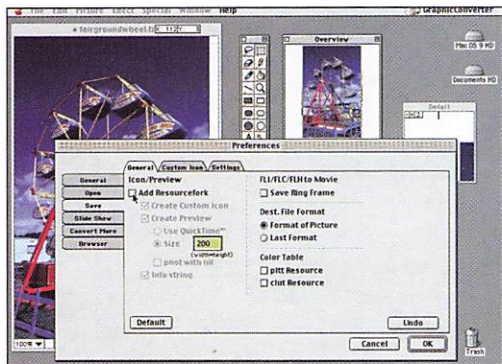


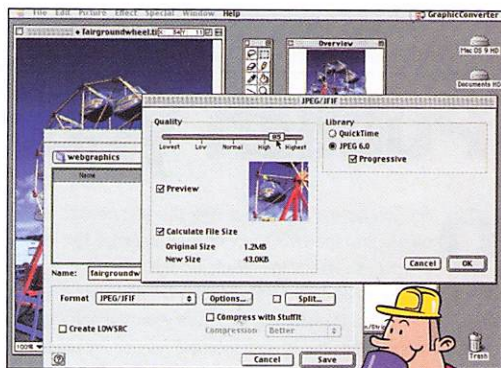
STEP 4 Now choose Save As from the File menu (Command + Shift + S). Select GIF from the Format pop-up menu and click on the Options button. If your GIF has transparency select the 89a version, otherwise choose 87a. Choose between normal and interlaced drawing modes and then click on the OK button. Finally, save your GIF.

STEP 1 Start up Graphic Converter. Scanned images may have dimensions or a resolution too high for use in a Web page. Select Size then Scale from the Picture menu (Command + Option + Y). Tick the Keep Proportions box. Then set the X- and Y-resolutions to 72 pixels/inch and the dimensions to a maximum of 640 x 480 pixels. Click on OK to continue.



STEP 2 From the Edit menu choose Preferences (Command + ;). In the Preferences window click on the Save and General tabs and make sure the Add Resourcesfork box is not ticked. This stops GraphicConverter from adding a thumbnail icon and preview image to the JPEG file. Click the OK button to save this setting.



**STEP** Select Save As from the

3 File menu (Command + Shift + S). Choose the JPEG/JFIF format and click on the Options button. Choose the JPEG 6.0 Library and tick the Progressive box. Then tick the Preview box and use the Quality slider to select the lowest setting where the preview is still of an acceptable quality (generally around 80%). Click OK.

**STEP** Tick the Create LOWSRC

4 box if you want to use the LOWSRC image tag in your Web page so browsers will load a low quality preview of the your image before the JPEG. This will cause a 16 greys GIF version of the image to be saved with the JPEG. Many Web designers don't bother using previews. Now save your JPEG.



How to

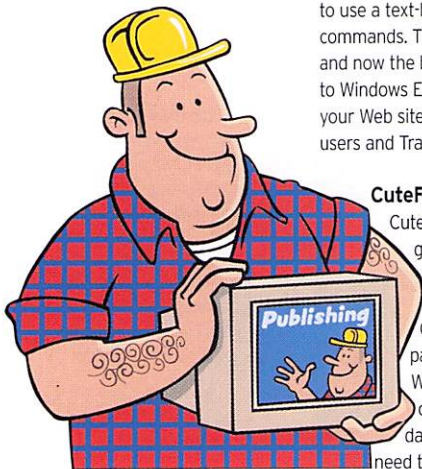
Now you've built your own site, it's time to transfer it on to the Net. We show you how with CuteFTP and Transmit...

Publish your

Once you have created your Web site, you need to upload it to the Web space on your Internet Service Provider's servers. In order to do this, you will need to use a File Transfer Protocol (FTP) program. FTP is simply a method of transferring files from your computer to a remote computer, i.e. that of your Internet Service Provider. Only a few years ago the only way to transfer files via FTP was to use a text-based code and you had to know all the various commands. Thankfully, technology has moved on considerably and now the best FTP clients are those that act in a similar way to Windows Explorer. We are going to show you how to upload your Web site with two software programs: CuteFTP for PC users and Transmit for Mac users.

CuteFTP

CuteFTP is a straightforward program as it uses a graphical interface (i.e. you'll see graphics on your screen instead of text) and has a host of features such as drag and drop and batch upload. Using CuteFTP to upload your Web pages should be a painless and simple task, enabling you to get your Web site up and running in no time at all. CuteFTP comes in the form of shareware i.e. you have 30 days to try it and see if you like it. If you do, then you need to register it, otherwise you can try a different





Web site

software program. However, once you've seen how easy it is to use, you probably won't want to use any other program. Turn the page to find out just how easy it is...



In brief...

This guide is for PC and Mac users. PC users, turn to page 58 and Mac users turn to page 62



PC



MAC

Software:

*CuteFTP
Transmit*

Project:

*Uploading, and
updating your
Web site*

Jargon Buster

File Transfer Protocol (FTP)

FTP is a fast way of uploading and downloading files to and from the Internet.

Server

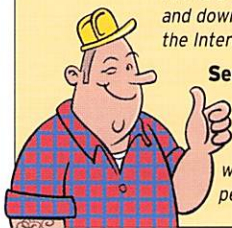
A computer that provides information to other computers and which remains online permanently.

Upload

When you upload data on to the Internet you transfer it from your computer on to the Internet.

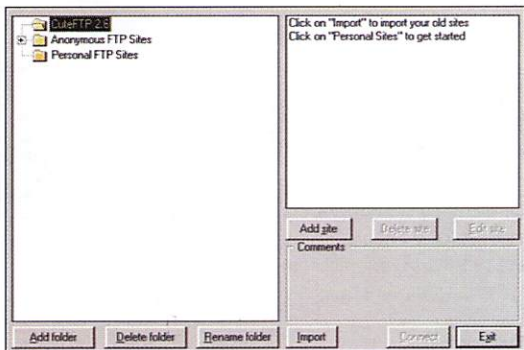
Interface

The interface of the software is the part which is displayed, often graphically, thus allowing you to communicate with the program and give it commands.

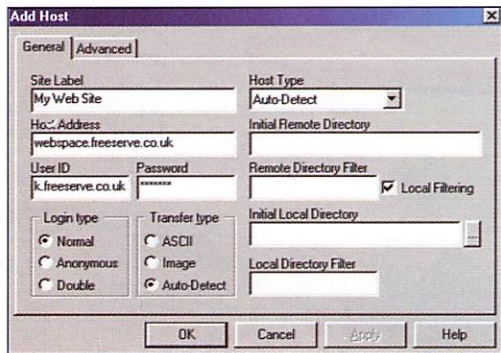


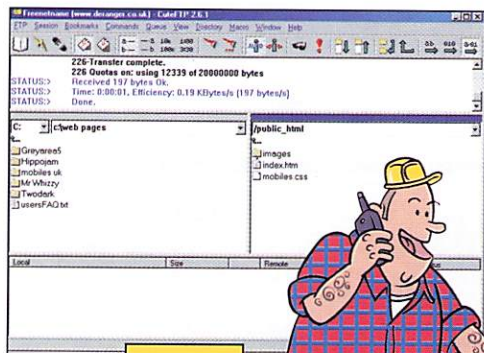


STEP 1 The first time you start up CuteFTP you will see this screen. This is the site directory where you can add and store your favourite sites, including your Web space address. If you look in the Anonymous sites directory, you will find a list of popular FTP sites already configured for you, from Macintosh to Bob Dylan Lyrics. Connecting to a site is a simple matter of double-clicking on a site name.

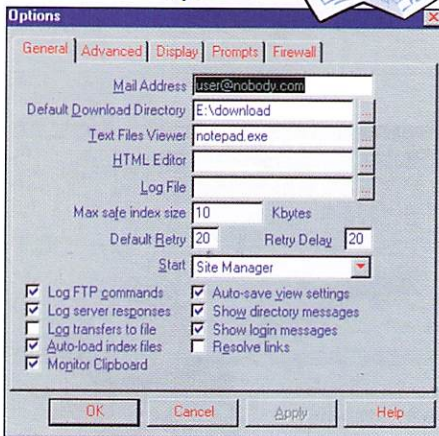


STEP 2 The first thing you need to do is add the address of your personal FTP space on your ISP's computers. This is where you will upload your Web pages to, from which they can be viewed online. You will need to find out your personal FTP address from your ISP, but this information can usually be found on their Web site. For example on Freeserve, the address is: uploads.webspace.freeserve.net. The login and password are the same as you use for your email.





STEP 3 The first thing to understand with CuteFTP is that there are two main sections of the window, (or panes) that you use. The pane on the left-hand side represents your computer, and the one on the right-hand side is the remote computer. If you are connected to your Internet Service Provider, anything you see on the right-hand side corresponds to your Web space and you can browse it in the same way as you would with your own hard drive on your computer.



STEP 4 Before we actually start uploading our Web pages, however, it might be convenient to change some of the settings. If you are mainly going to be using CuteFTP to maintain your Web site, it is a good idea to make CuteFTP's starting directory the same as the one holding your files. Click on the File menu and choose Settings, and in the Default Download Directory box enter the path to your Web pages e.g. c:\web pages. You can also change the appearance and toolbar buttons if you wish.

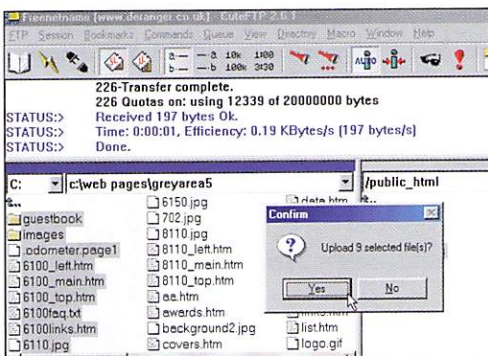


STEP The uploading process in

5

CuteFTP is a piece of cake, involving a simple drag and drop operation.

Make sure that you are connected to your ISP, select the files you want from your computer by clicking and drawing a box around the files in the left-hand window, and dragging them across. As with Internet Explorer, if there is more than one file, you will see a + sign next to the mouse. You will be asked to confirm that you want to upload the files, click Yes.



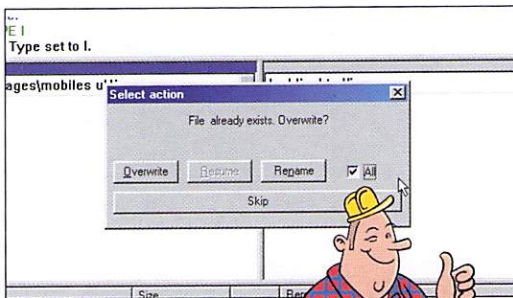
STEP Once you've uploaded

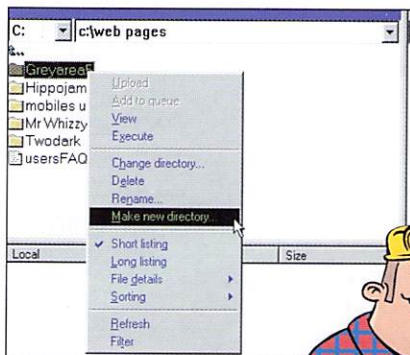
6

your Web pages for the first time, it's a good idea to go to

your Web site address to make sure that there are no missing files. As you make changes to your Web site you will need to upload the new versions of your Web pages. You don't need to delete the old files on your Web space, simply drag the new files across. If

CuteFTP detects a file with the same name as the one you are dragging across, it will ask you if you want to over-write it.

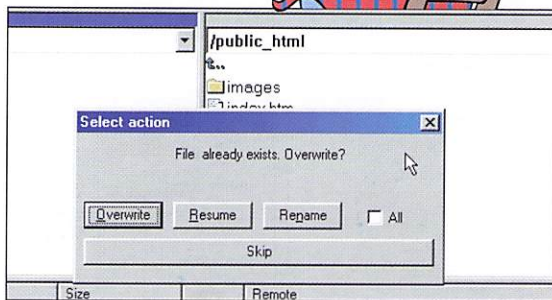




STEP 7 To save you switching from CuteFTP to Internet Explorer and back again, you will find that you can use the right-click menus on the mouse.

These menus work in both windows, so you can create new directories, delete and rename files and directories, view files, change your viewing preferences and

perform an upload or download operation. These menu items are also duplicated along the toolbar, so choose the method that suits you best.

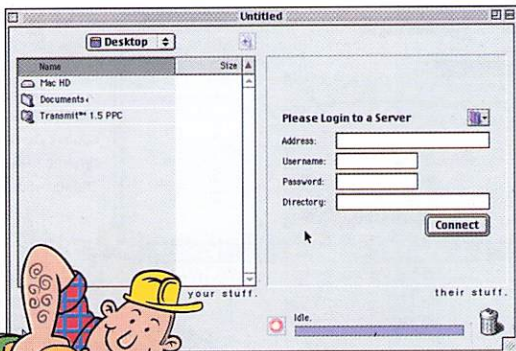


STEP 8 The Resume feature is very handy in CuteFTP, providing your Internet Service Provider supports it. This means that if you are uploading a large file and the transfer is aborted for some reason, CuteFTP can pick up where it left off when you try uploading it again, instead

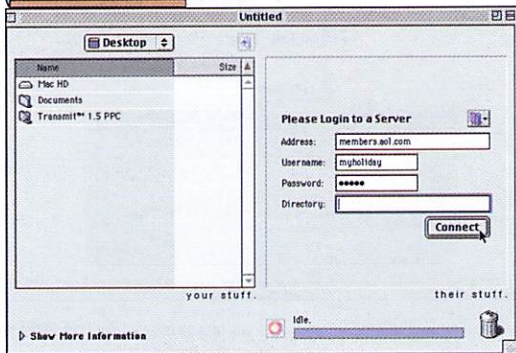
of starting all over again. This saves your phone bill from taking too much of a battering! As you can see, using CuteFTP is very easy, but if all else fails, have a look at the help menu as it's pretty good.

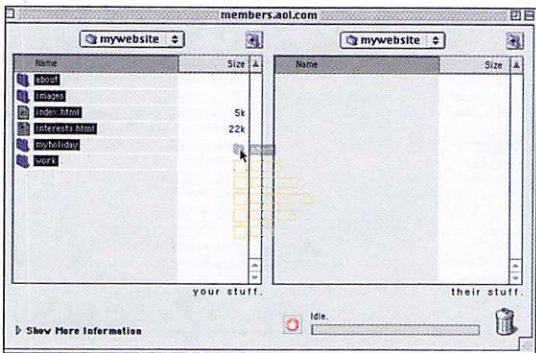
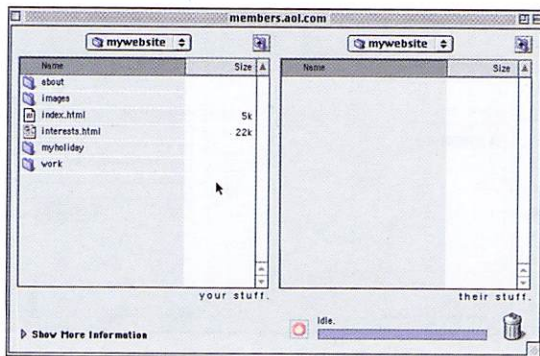
**STEP**

Transmit is easy to use and can transfer files from your Apple Mac on to the available Web space on your ISP's FTP servers. When you launch Transmit from the CD a window will open which is split into two sections, or 'panes'. The left-hand pane shows 'your stuff' i.e. the contents of the Desktop of your Mac. The right-hand pane is 'their stuff' which remains blank for you to add details of your Web space.

**STEP**

Now you may need to seek support from your ISP as you need to enter the address of the FTP server that will store your files. The username and password is often the same as those you use to access your email account, but it does vary among ISPs. The directory can usually be left blank as the server should direct you to your personal Web space. When you have checked that all the details are correct, press Connect.





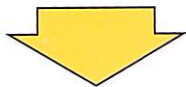
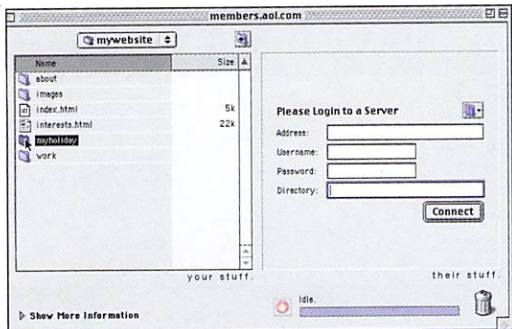
STEP 3 In the right-hand pane you will see the folder on the server that your files need to be transferred to. Use the left-hand pane to navigate to the location on your hard disk where you have stored your Web site. Navigating through your hard disk in Transmit is very similar to the Mac's OS (operating system) simply double-clicking on a folder or hard disk will show its contents.

STEP 4 Now you can copy the entire site from your hard disk to your ISP's servers. Choose Select All from the Edit menu. Now click and hold the mouse over the files in 'Your stuff' and drag and drop them into 'Their stuff'. To move individual files or folders, drag them one by one across to 'Their stuff'. This may be useful if there are some files that you don't want to put online yet.

STEP Once you have made**5**

changes to your site
on your hard disk
you need to copy

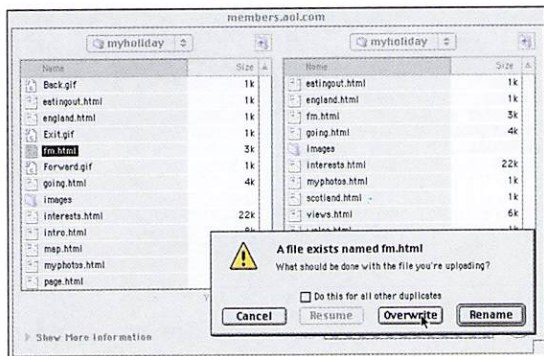
those new and edited files back
to your Web space. First, launch
Transmit from the CD. In the left-
hand pane of the window, where
it shows you the contents of the
Desktop of your Mac, navigate
through your hard disk to find
the directory which contains
your site and open it so that
you can see its contents.

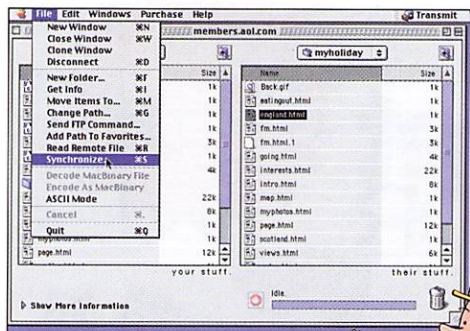
**STEP** Again, log on to the**6**

server by filling in
the details in the
right-hand pane.

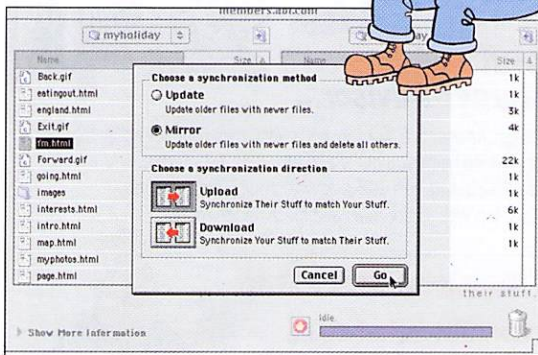
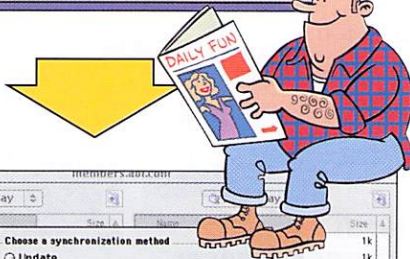
Drag and drop the files you
want to replace from 'Your
stuff' on the left-hand pane
to 'Their stuff' on the right.

If the file you want to
replace is in a folder,
navigate to the same
folders on both 'Your stuff'
and 'Their stuff'. Transmit
will warn you when you are
about to over-write a file.





STEP 7 If you have made a lot of changes to your Web site in one go it can be very time-consuming to update files individually. Transmit has a feature called Synchronize which ensures that your files online are the same as those on your hard disk. With Transmit open, go to your Web sites folder in 'Your Stuff' and log on to your Web space in 'Their stuff'. To update all the files, go to the File menu and select Synchronize.



STEP 8 The Synchronize menu will ask if you want to update the site (i.e. copy new and changed files onto it) or 'mirror' (make an exact copy or mirror image of the site, including deleting files and folders which you have now removed). You can upload (transfer files to the server) or download (copy files from the server back to your Mac. Click on Go and Transmit will update your site.



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